

Management System: [Communications and Public Affairs](#)

Subject Area: Media Relations

Procedure 4 – Responding to Emergency Public Affairs

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1.0 Applicability

This procedure applies to the Environmental Management Consolidated Business Center (EMCBC) Public Affairs Officer providing support to EMCBC Site Managers, and EMCBC staff during emergencies at EMCBC facilities and/or involving EMCBC activities off-site. It also involves the U.S. Department of Energy (DOE) Environmental Management (EM) Office of Communication and External Affairs (EM-3); the EMCBC Director, EMCBC staff; and other EMCBC Site Public Affairs staff who may be called on to assist.

NOTE: In some cases, the EMCBC Site Office may identify a DOE Site Office employee to oversee/facilitate the contractor Public Information Officer (PIO) employee's activity.

2.0 Required Procedure

Step 1	<p>Prior to an emergency arising, the EMCBC and Site Public Affairs staff members should have read and understood the following:</p> <ul style="list-style-type: none">• <u>DOE O 151.1C</u>, <i>Comprehensive Emergency Management System</i>, paying special attention to the Media Relations requirements;• Emergency response procedures and terminology that are part of the required DOE training and orientation; and• Local DOE Site Office emergency plan <p>NOTE: When an emergency is declared, the Site Public Affairs Office is to report to the organization's Emergency Operations Center or otherwise establish contact with those who are responding to the emergency.</p>
Step 2	<p>In coordination with the DOE Site Office, and EMCBC Office of the Director, the Site Public Affairs Office immediately begins preparing the first press release that simply indicates there is an emergency at the facility.</p> <ul style="list-style-type: none">• Distributes the press release to appropriate media, stakeholders, and

	<p>other audiences as described in the site-specific Emergency Response Plan.</p> <p>NOTE: This press release should give as many details about the emergency as possible as quickly as possible, but the highest priority is to prepare and distribute a press release to announce the emergency as quickly as possible.</p>
Step 3	<p>The Site Public Affairs Office begins preparing ensuing press releases.</p> <ul style="list-style-type: none"> • Coordinates ensuing press release(s) with the Site Manager, Office of the Director, EMCBC, the EMCBC Public Affairs Officer, and EM-3, • Prepares, reviews, and approves the release. <p>NOTE: These press releases should begin with the new information about the emergency and be followed with earlier information that was released.</p>
Step 4	<p>The Site Public Affairs Office incorporates comments received and distributes ensuing press releases to the media, the Emergency Operations Center, and others as specified by the site plan.</p>
Step 5	<p>Emergency Response Managers conduct press conferences according to DOE O 151.1C. DOE O 151.1C requires that a minimum of two press conferences be conducted daily – especially during prolonged emergencies. More frequent update press conferences and less-formal background briefings are encouraged.</p>
Step 6	<p>The Public Affairs Officer advises the DOE Site Manager, Office of the Director, EMCBC, and contractor management about the implications of decisions made during the emergency.</p> <p>NOTE: Throughout the emergency, this is the most important part of the Public Affairs Officer's responsibilities. This is enhanced when there are off-site consequences involved. To accomplish this, the Site Public Affairs Officer must be part of the decision-making team and co-located with the decision-makers.</p>

3.0 References

- [DOE O 151.1C](#), Chapter IX, *Comprehensive Emergency Management System*, "Public Affairs Policy and Planning Requirements"
- [DOE G 151.1-4](#), *Response Elements, Emergency Management Guide*, dated 07/11/2007
- [EMCBC Management System Description, Safeguard and Security](#), dated 9/10/12
- [PL-472-01](#), *Occupant Emergency Plan*, dated 8/29/12

4. Records Generated

Records generated through implementation of this procedure are identified as follows, and are maintained by the Director's Office in accordance with the EMCBC Organizational File Plan:

Records Category Code	Records Title	Responsible Organization	QA Classification (Lifetime, Non-Permanent, N/A)
ADM 14-42-A	News Media Materials – Non-Environmental Restoration or Remediation – News Media Case Files	Office of the Director	N/A
ENV 01-I	Public Involvement – Environmental Restoration or Remediation – News Media Case Files	Office of the Director	N/A